

Magazine: POPULAR SCIENCE

Issue: 1/00/85

Total Pages: 116

PHILIP MORRIS ADS	MIN SEP	COMPETITIVE ADS	SIZE/ COLOR	REMARKS
		WINSTON+100 # 464 pg:20+PG.1	1SP	
MARLBORO L # 370 pg:13-15	6		3PG U	OFF: "READERS TALK.", "MASTHEAD", 1/6 SUB. AD. STPL CD
MERIT # 680 pg:24-25	6		1SP	STPD. CD.
		CAMEL L # 493 pg:30		

TOTAL CIGARETTE ADS = 4 TOTAL ADVERTISING = \$276,980

2040650393

Magazine: POPULAR SCIENCE

Issue: 2/60/85

Total Pages: 144

PHILIP MORRIS ADS	MIN SEP	COMPETITIVE ADS	SIZE/ COLOR	REMARKS
		WINSTON L # 201 pg12C		
		CAMEL L # 493 pg113		
MARLBORO 25+25L # 108 pg150-51	30		SP	STAPLED CARDS
MERIT # 682 pg18C	90			
TOTAL CIGARETTE ADS = 4		TOTAL ADVERTISING =		\$201,164

2040690594

Magazine: POPULAR SCIENCE

Issue: 3/00/85

Total Pages: 124

PHILIP MORRIS ADS	MIN SEP	COMPETITIVE ADS	SIZE/ COLOR	REMARKS
		WINSTON # 463 pg:4		
MERIT+M # 692 pg:18-19	13		SP	
		CAMEL L # 493 pg:43		
		VANTAGE+100 # 441 pg:58		
MARLBORO 25+25L # 105 pg:EC	65			

TOTAL CIGARETTE ADS = 5 TOTAL ADVERTISING = \$236,799

2040690395

Magazine: POPULAR SCIENCE
Issue: 4/00/85

Total Pages: 148

PHILIP MORRIS ADS	MIN SEP	COMPETITIVE ADS	SIZE/ COLOR	REMARKS
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MARLBORO #1001 pg:3-5	7		3PG U	OPP: "TABLE OF CONTENTS".
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MERIT+M # 689 pg:13	7			OPP: "SCIENCE NEWSFRONT".
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CAMEL # 303 pg:62-63			SP	
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WINSTON L # 203 pg:116				
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TOTAL CIGARETTE ADS = 4 TOTAL ADVERTISING = \$262,533

2040690396

Magazine: POPULAR SCIENCE

Issue: 5/00/85

Total Pages: 132

PHILIP MORRIS
ADS

MIN
SEP

COMPETITIVE
ADS

SIZE/
COLOR

REMARKS

VANTAGE

446 pg14-5

SP

CAMEL

306 pg145

MERIT

698 pg1BC

86

TOTAL CIGARETTE ADS = 3 TOTAL ADVERTISING = \$161,789

2040690397

Magazine: POPULAR SCIENCE
Issue: 6/00/85

Total Pages: 138

PHILIP MORRIS ADS	MIN SEP	COMPETITIVE ADS	SIZE/ COLOR	REMARKS
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		STRIDE+100 # 101 pg12C		
MARLBORO #1007 pg19	8			OPP: "READERS TALK...", "MASTHEAD", 1/3 & 1/2 BW ADS
MERIT+M # 702 pg155	6			OPP: "WHAT'S NEW IN HOME IMPROVEMENT".
		VANTAGE # 445 pg162		
		WINSTON L # 206 pg197		

TOTAL CIGARETTE ADS = 5 TOTAL ADVERTISING = \$189,395

2040690398

Magazine: POPULAR SCIENCE
Issue: 7/00/85

Total Pages: 122

PHILIP MORRIS ADS	MIN SEP	COMPETITIVE ADS	SIZE/ COLOR	REMARKS
MARL+100+L #1013 pg:20-PG1	17		SP	
		WINSTON # 472 pg:9		
		VANTAGE # 445 pg:42		
		STERLING # 126 pg:EC		

TOTAL CIGARETTE ADS = 4 TOTAL ADVERTISING = \$201,164

2040690399

Magazine: POPULAR SCIENCE

Issue: 8/00/85

Total Pages: 126

PHILIP MORRIS ADS	MIN SEP	COMPETITIVE ADS	SIZE/ COLOR	REMARKS
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		WINSTON # 474 pg:2C		
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		STERLING # 136 pg:8-9	SP+1/2	COUPON: FREE PACK.
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MARLBORO HL #1015 pg:56	46			OFF: "WHAT'S NEWS".
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		VANTAGE # 445 pg:3C		
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TOTAL CIGARETTE ADS = 4 TOTAL ADVERTISING = \$242,282

2040690400

Magazine: POPULAR SCIENCE
Issue: 9/00/85

Total Pages: 142

PHILIP MORRIS ADS	MIN SEP	COMPETITIVE ADS	SIZE/ COLOR	REMARKS
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		STERLING+M # 138 pg:20-201	5P	
MARLBORO 25+25L # 109 pg:12-13	7		5P	STAPLED CARD
		VANTAGE # 445 pg:23		
MERIT+M # 706 pg:74	50			OPP: "WHAT'S NEWS".

TOTAL CIGARETTE ADS = 4 TOTAL ADVERTISING = \$226,898

2040690401

Magazine: POPULAR SCIENCE
Issue: 10/00/85

Total Pages: 154

PHILIP MORRIS ADS	MIN SEP	COMPETITIVE ADS	SIZE/ COLOR	REMARKS
		VANTAGE # 445 pg:22-23	SP	
		STERLING # 142 pg:58-59	SP	
MARLBORO #1046 pg:80	18			OPP: "WHAT'S NEWS", STAPLED CARD.
		WINSTON # 473 pg:BC		
TOTAL CIGARETTE ADS = 4		TOTAL ADVERTISING =		\$236,798

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MOORE CLEAN PRINT® PATENTED

2040690402

Magazine: POPULAR SCIENCE
Issue: 11/00/85

Total Pages: 148

PHILIP MORRIS ADS	MIN SEP	COMPETITIVE ADS	SIZE/ COLOR	REMARKS
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		VANTAGE # 451 pg16-7	SP	
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MARLBORO+100 #1039 pg115	17			OFF: "SCIENCE NEWSFRONT".
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		WINSTON # 477 pg125		
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		STERLING # 146 pg1BC		
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TOTAL CIGARETTE ADS = 4 TOTAL ADVERTISING = \$199,294

2040690403

Magazine: POPULAR SCIENCE
Issue: 12/00/85

Total Pages: 130

PHILIP MORRIS ADS	MIN SEP	COMPETITIVE ADS	SIZE/ COLOR	REMARKS
MARLBORO+100 #1057 pg15	9			OPP: "READERS TALK BACK" & "MASTHEAD".
		WINSTON # 477 pg115		
		STERLING # 147 pg138		
		VANTAGE # 450 pg199		
MERIT+M # 717 pg1BC	30			

TOTAL CIGARETTE ADS = 5 TOTAL ADVERTISING = \$199,295

2040690404